

SNOHOMISH COUNTY JOB DESCRIPTION

STRATEGIC TOURISM PLAN DEVELOPMENT CONSULTANT

Spec No. 3345

BASIC FUNCTION

For Snohomish County Economic Development, develop a strategic 5-year vision and plan for Snohomish County Tourism.

STATEMENT OF ESSENTIAL JOB DUTIES

1. Researches, evaluates and develops strategies to grow the Snohomish County tourism industry; coordinates activities with key stakeholders including the Snohomish County Tourism Bureau and Lodging Community; makes recommendations to enhance the tourism experience, its reputation and brand equity.
2. Evaluates opportunities regionally, nationally and internationally for tourism industry development and expansion.
3. Identifies opportunities for collaboration with existing tourism businesses to increase their revenue and expand the tourism industry in Snohomish County.
4. Identifies opportunities to integrate Snohomish County tourism activities and products into the Region's tourism industry.
5. Ultimately, increase the revenue of existing hotels and motels.

STATEMENT OF OTHER DUTIES

6. Prepares a comprehensive 5-year Strategic Tourism Plan (STP) to achieve project goals and objectives.
7. Develops a Tourism Outreach/Resource Assessment strategy and a process for coordinating stakeholder meetings and assigning key strategies and programs.
8. Researches and identifies tourism assets/competitive advantages; recommends key tourism industry key goals and objectives.
9. Researches and evaluates opportunities regionally, nationally and internationally for tourism marketing and industry expansion; coordinates tourism activities with Snohomish County Economic Development to identify ways that local tourism businesses can increase revenues and profitability.
10. Recommends a strategy for implementing the STP.
11. Produces an initial draft of the Strategic Tourism Plan; solicits input on the draft STP from key stakeholders.
12. Produces a final STP for review and approval by stakeholders, County Executive and County Council.

SNOHOMISH COUNTY JOB DESCRIPTION

STRATEGIC TOURISM PLAN DEVELOPMENT CONSULTANT

Spec No. 3345

STATEMENT OF OTHER DUTIES (Continued)

13. Other such duties as required.

MINIMUM QUALIFICATIONS

Minimum of a 4-year degree in economic development, business administration, economics, finance or market development with management experience in the public or private sector preferably in market development, market research, business organization and development. Tourism, sports or related industry experience is a big plus. Excellent verbal and written communications skills. Multiple years experience in tourism industry management, business or market analysis may be substituted for two years of education. Must pass job related tests.

Excellent skills in Word, Excel, PowerPoint and other MS programs and experience working with print and electronic media content and production.

SPECIAL REQUIREMENTS

Knowledge and experience of economic development, tourism and or business development with direct experience knowledge of the of the tourism industry preferred.

A valid Washington State Driver's License is required.

KNOWLEDGE AND ABILITIES

Knowledge of:

- tourism assessment, branding, economic development, strategic planning, group dynamics, local and regional government and finance.

Ability to:

- build consensus with multiple stakeholders in development of strategic plan for economic development and tourism in Snohomish County, Washington.

SUPERVISION

Work evaluated based on results achieved.

WORKING CONDITIONS

Work is performed in an office environment. Travel to local public, private, non-profit organizations, local and regional participants and stakeholders in economic development of Snohomish County and the Puget Sound region of Washington State.

SNOHOMISH COUNTY JOB DESCRIPTION

STRATEGIC TOURISM PLAN DEVELOPMENT CONSULTANT

Spec No. 3345

Snohomish County is an Equal Employment Opportunity (EEO) employer.
Accommodations for individuals with disabilities are provided upon request.

[EEO policy and ADA notice](#)

Class Established: June 2009

EEO Category: 2 – Professionals

Pay Grade: 242 – Classified Pay Plan